

Anaheim Resort Transportation AN EYE ON THE FUTURE

ART



the **ART** of connecting the dots

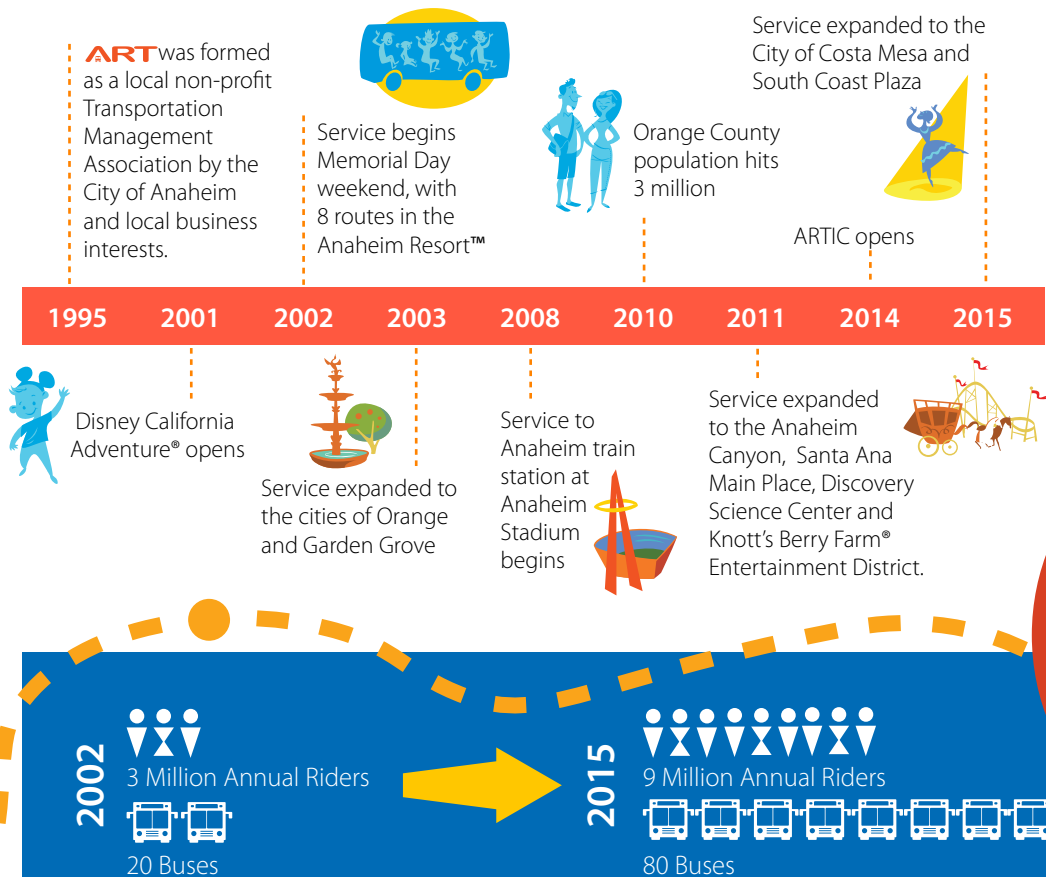
IMAGINE POSSIBILITIES



The **Anaheim Resort Transportation (ART)** has developed "Imagine Possibilities," a short-term and long-term plan to guide the future vision for ART services. Innovative ideas with an eye on the future were provided by ART's informed and knowledgeable stakeholders: board of directors, area city representatives, regional transportation providers, operators of major destinations and business leaders in housing, retail and commercial development.

With significant growth, employment and development plans throughout the region, ART and its project partners are leading the charge to connect the traveling public.

Conveniently Moving Passengers Since 2002





MOVING INTO THE FUTURE

ART is moving ahead with “Imagine Possibilities” by identifying and creating a path forward with partnerships for a fundable, cost-effective and sustainable future public transportation service model. ART is reinventing itself by identifying and anticipating the future needs of the traveling public now. Moving people quickly and reliably was the hallmark for great transportation service in the past; now it is about that plus providing passengers mobility options and convenience at the touch of a button. ART is looking into options to enhance services through technological innovations that move passengers quicker and with more options, inform the passenger of destination opportunities and provide convenient options such as real-time on-demand service, cashless payment choices and a concept for concierge services as part of public transit offerings.



ANAHEIM REIMAGINED

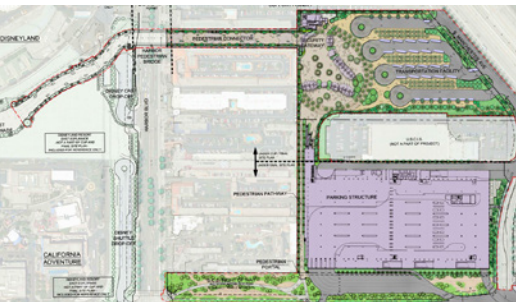
Some of the most significant and expansive developments in the country are taking place right here in Anaheim. With about \$6 billion in investment in the Anaheim Resort™ and Platinum Triangle area around Angel Stadium of Anaheim, the need to grow and enhance ART is an important part of meeting the growing demands of a rapidly expanding region. The new Star Wars themed land at the Disneyland® Resort, four luxury hotels and other lodging establishments, a 200,000 square foot expansion to the Anaheim Convention Center and new homes, shopping, dining, offices and hotels at the Platinum Triangle are transforming the opportunities for additional and enhanced public transit services provided by ART.





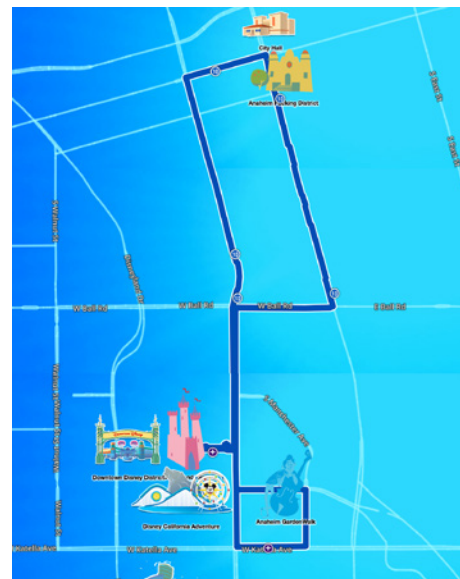
Eastern Gateway Project

The Disneyland Resort Eastern Gateway Project is the construction of a seven-level, 6,901-space parking structure with a pedestrian bridge over Harbor Boulevard and a transportation facility to replace most of the existing transit hub on the west side of Harbor Boulevard. The Eastern Gateway Project will result in the realignment of all ART routes to accommodate the relocation of ART passenger drop-off and pick-up points at this state-of-the-art transportation facility.



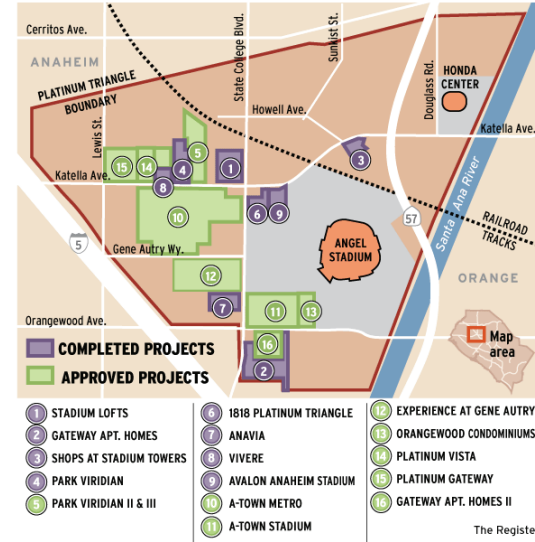
CTYCENTER

At the center of it all is CtyCenter, the heart of Anaheim. Downtown Anaheim has undergone a tremendous transformation in the past few years with the extensive development including the opening of the reimagined Anaheim Packing House, a 42,000 square foot gourmet food hall and local community gathering space. Bringing CtyCenter closer to The Anaheim Resort® are the new CtyCenter buses operated by ART on a 30-minute headway schedule.



Platinum Triangle

Just east of The Anaheim Resort®, a \$2.34 billion investment for an 820 acre planned development is underway in The Platinum Triangle, including Angel Stadium, Honda Center, City National Grove of Anaheim and ARTIC. This area, once home to warehouses and other industrial uses is experiencing an exciting rebirth with new projects creating a thriving place to live, work and play. Under construction is “A Town Metro,” a mix of condominiums, apartments, shopping, dining and park space. Just next door is Jefferson Stadium Park, a \$364 million apartment development geared toward professionals and sports fans seeking niche amenities associated with an urban setting. And in the planning stages, is LT Platinum Center with over 500,000 square feet of retail and office, plus 340 condominiums and apartments and a 220-room hotel.



RESPONDING TO OPPORTUNITIES



ART is not only responding to the changing landscape of the Anaheim Resort and surrounding areas, but also anticipating and planning ahead. This table shows the various planned projects for the region and how ART is addressing the needs and planning ahead to keep the traveling public moving more conveniently and faster than ever before.



Near Term 2017

CtrCity

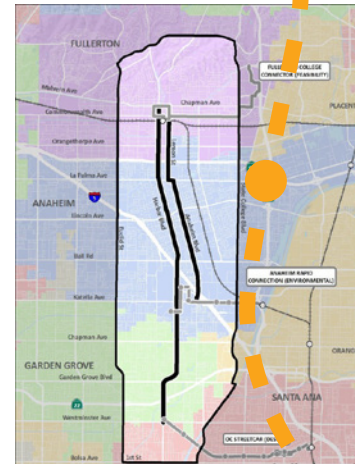
Costa Mesa Inter-City Service

Harbor Corridor Study

A one-seat ride from ARTIC to CityCenter.

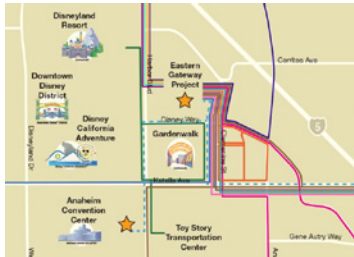
A one-seat ride from Costa Mesa to the Disneyland® Resort.

Through ART services, provide an early start of establishing support for travel patterns and promoting favorable land use choices in the corridor.



Eastern Gateway Project Realignment

ART will be realigning routes to reflect the new Eastern Gateway Project Transportation Facility. The new transportation hub will provide access for the entire Disneyland® Resort.



Build and Expand Supplemental Services

ART is looking to provide service to additional regional destinations, offering one-seat rides for greater convenience. Places for demand-responsive service and partnerships with the private sector will embrace transportation options.



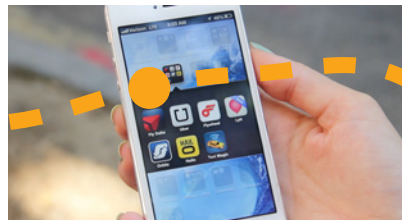
Integrated Delivery Framework

ART will consider first/last mile connections and partnerships with other transit services to improve convenience for the traveling public.



2025 and Beyond

Route Restructuring: select routes to be eliminated or realigned to reflect higher capacity transit services in the Harbor Corridor and east-west connections from ARTIC to The Anaheim Resort®.



Connecting Convenience with Fun in the 21st Century

Responding to customer needs is important in the 21st century. As rider expectations evolve, ART must endeavor to meet their needs with a growing emphasis on technology and real-time information. It will be critical for ART to proactively introduce new technologies to enhance customer experience. Introducing new and innovative technologies that provide convenience and comfort will allow ART to stay ahead of the curve and anticipate rather than react to customer needs. ART is looking to implement the following technologies in two main categories: mobility management and technology enhancements.



Mobility Management



Luggage Concierge – seamless movement of customer luggage from beginning to end, creating multi-modal opportunities with customer service



Demand Response Trip Broker - in the event that ART reaches capacity, ART could outsource trips to third party operators/providers (taxis, private transport companies, etc.)

Technology Enhancements



Wi-Fi – on board Wi-Fi services for customers



Real-time customer information – up-to-the-minute travel information to let passengers know arrival times for upcoming ART buses



InfoTainment – on board broadcast content to inform the customer



Cashless fare payment – the use of mobile ticketing and apps to process payment for tickets



Beacon and geo-fencing technology – these location-aware technologies would enhance the communication with dispatch centers to provide pin-point pick ups and other details regarding access to transit



Autonomous vehicles – also known as driver-less cars, self-driving cars, or robotic cars could potentially provide another level of service to the traveling public



